

BILLBOARD INTERFACES FOR VEHICLE DISPLAYS

TECHNICAL FIELD

[0001] The present disclosure generally relates to billboards and, more specifically, billboard interface for display of vehicle.

BACKGROUND

[0002] Oftentimes, billboards are located along roads to present information to drivers and/or passengers of vehicles traveling along the roads. In some examples, a billboard includes an advertisement for a business located nearby. The advertisement may include information related to the business, such as products and/or services provided by the business, an address and/or directions to a nearby location of the business, a phone number associated with the business, etc.

SUMMARY

[0003] The appended claims define this application. The present disclosure summarizes aspects of the embodiments and should not be used to limit the claims. Other implementations are contemplated in accordance with the techniques described herein, as will be apparent to one having ordinary skill in the art upon examination of the following drawings and detailed description, and these implementations are intended to be within the scope of this application.

[0004] Example embodiments are shown for billboard interface for display of vehicle. An example disclosed method for generating a billboard interface for a vehicle display includes obtaining, via a camera, an image of a billboard and identifying, via a processor, a segment of the image. The example disclosed method also includes determining an event associated with the segment and generating a billboard interface to include a hyperlink of the segment that initiates the event. The example disclosed method also includes communicating, via a communication module, the billboard interface to a vehicle display for presentation to a user.

[0005] An example disclosed system for presenting a billboard interface includes a mobile device to obtain, via a camera, an image of a billboard and identify, via a processor, a segment of the image. The mobile device also is to determine an event associated with the segment and generate a billboard interface to include a hyperlink of the segment that initiates the event. The example disclosed system also includes a vehicle to receive the billboard interface from the mobile device and present, via a display, the billboard interface.

[0006] An example disclosed tangible computer readable medium includes instructions which, when executed, cause a machine to obtain, via a camera, an image of a billboard and identify, via a processor, a segment of the image. The instructions, when executed, also cause the machine to determine an event associated with the segment, generate a billboard interface to include a hyperlink of the segment that initiates the event, and communicate the billboard interface to a vehicle display for presentation to a user.

BRIEF DESCRIPTION OF THE DRAWINGS

[0007] For a better understanding of the invention, reference may be made to embodiments shown in the following

drawings. The components in the drawings are not necessarily to scale and related elements may be omitted, or in some instances proportions may have been exaggerated, so as to emphasize and clearly illustrate the novel features described herein. In addition, system components can be variously arranged, as known in the art. Further, in the drawings, like reference numerals designate corresponding parts throughout the several views.

[0008] FIG. 1 illustrates an example vehicle and an example mobile device in accordance with the teachings herein.

[0009] FIG. 2 illustrates an image of a billboard obtained via the mobile device of FIG. 1.

[0010] FIG. 3 illustrates a billboard interface that is generated to be presented via a display of the vehicle of FIG. 1.

[0011] FIG. 4 is a block diagram of electronic components of the mobile device of FIG. 1.

[0012] FIG. 5 is a block diagram of electronic components of the vehicle of FIG. 1.

[0013] FIG. 6 is a flowchart of an example method to generate the billboard interface of FIG. 3 to be presented via a display of the vehicle of FIG. 1.

DETAILED DESCRIPTION OF EXAMPLE EMBODIMENTS

[0014] While the invention may be embodied in various forms, there are shown in the drawings, and will hereinafter be described, some exemplary and non-limiting embodiments, with the understanding that the present disclosure is to be considered an exemplification of the invention and is not intended to limit the invention to the specific embodiments illustrated.

[0015] Billboards oftentimes are located near (e.g., adjacent to, along a side of, overhanging) a road to provide information to drivers and/or passengers of passing vehicles. For example, a billboard may include an advertisement for a nearby business. In such instances, the advertisement includes information related to the business. For example, the information provided by the advertisement may include information that attracts the drivers and/or passengers to the business (e.g., available products and/or services). Additionally, the information of the billboard may include information that directs the drivers and/or passengers of the vehicles to the business (e.g., an address of a nearby location, directions to the nearby location, a phone number of the business).

[0016] The driver and/or passenger of the vehicle has a limited amount of time to obtain information from the billboard located near the road as the vehicle approaches and passes the billboard. In some instances, the driver and/or passenger of the vehicle may miss information of the advertisement on the billboard that directs the driver and/or passenger to the corresponding business. For example, while the driver may be able to identify an advertised product and/or service and determine whether the advertised product and/or service is of interest, the driver may be unable to identify the address of and/or directions to the location of the corresponding business before the vehicle passes the billboard. In other instances, the driver may be able to identify the address and/or the directions of the advertisement but unable to write the address and/or the directions down to facilitate driving to the business location. In such instances, the driver is unable to locate the business that is advertised via the billboard.